

On-premises Digital Sign Display Concepts
Page 1 of 4

Issue	Staff Recommendation	Staff Notes								
Definition – need a digital display definition	<ul style="list-style-type: none">Digital display: an on-premise sign face that may display changing content through still images, scrolling images or moving images, including video or animation on a fixed display composed of electronically illuminated segments and/or a series of grid lights, including cathode ray, light emitting diode (LED) display, plasma screen, liquid crystal display (LCD), fiber optic, video boards or other electronic media or technology. Digital displays shall include electronic message centers.	<i>Committee agreed to defintion</i>								
Brightness	<ul style="list-style-type: none">All digital displays shall be illuminated at a level no greater than 0.3 footcandles over ambient light levels for the location and time and shall employ light cutoff devices, such as but not limited to louvers, in order to minimize light escaping above the horizontal plane.Footcandle readings shall be measured at ground level at the distances below. <table><tr><td>Sign size</td><td>Distance from source</td></tr><tr><td>0 to 100 SF</td><td>100 feet</td></tr><tr><td>101 to 350 SF</td><td>150 feet</td></tr><tr><td>351 to 650 SF</td><td>200 feet</td></tr></table>	Sign size	Distance from source	0 to 100 SF	100 feet	101 to 350 SF	150 feet	351 to 650 SF	200 feet	<i>Committee agreed to this standard which is based on MLOD ordinance</i> <i>Based on Daktronics handout.</i>
	Sign size	Distance from source								
0 to 100 SF	100 feet									
101 to 350 SF	150 feet									
351 to 650 SF	200 feet									
	<ul style="list-style-type: none">A digital sign must be equipped with both a dimmer control and a photocell, which automatically adjusts the display's intensity according to natural ambient light conditions.The digital display may not display light of such intensity or brilliance to cause glare or otherwise impair the vision of the driver.	<i>Committee agreed to this standard which is based on the digital off-premises ordinance</i>								

On-premises Digital Sign Display Concepts
Page 2 of 4

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Display settings	<ul style="list-style-type: none"> • The minimum dwell time for such displays shall be at least ten seconds on a freeway and eight seconds on an arterial or commercial collector and a change of message must be accomplished within one (1) second or less. • Use of animation and full-motion video is prohibited on displays greater than 26 SF. • Animation shall include any change of illumination that produces any apparent motion of the visual image including but not limited to the illusion of moving objects, moving patterns or bands of light, expanding or contracting shapes, or any similar effect of animation except twinkling. • Use of sound is prohibited • Prohibit use of blinking, flashing, strobing or scrolling line-travel text (i.e. ticker tape). 	<p><i>Committee did not agree to any regulation on dwell time. Staff notes existence of industry model standards with placeholder for dwell time http://www.thesignagefoundation.org/Portals/0/sfi_model_sign_code.pdf</i></p> <p><i>With a dwell time standard, limit on animation may not be necessary.</i></p> <p><i>The committee did not agree to prohibition on animation however staff believes there should be a size limit to displays with full animation. 26 SF is of sufficient size for the type of display at Sonic (25.5 SF) and Carls Jr (18 SF)</i></p> <p><i>If animation is limited, a dwell time standard may not be necessary.</i></p> <p><i>Committee wishes to see a definition of animation. Staff reviewed ordinances from 12 other cities and Int'l Sign Assn and could not locate a definition of animation.</i></p> <p><i>Committee agreed to prohibit sound</i></p> <p><i>Committee agreed to this prohibition.</i></p>

On-premises Digital Sign Display Concepts
Page 3 of 4

Issue	Staff Recommendation	Staff Notes
Location and placement – relative to residential	<p>Two options discussed:</p> <div style="border: 1px solid black; padding: 5px; margin: 5px 0;"> <p style="text-align: center;"><u>Option 1</u></p> <ul style="list-style-type: none"> Digital displays shall not be permitted within 100 feet of a residential use except on lots with expressway frontage Digital display signs located within 200 feet of a residential use shall be positioned in such a manner and contain "dark sky" approved shielding devices as to significantly reduce spillover light affecting residential neighborhoods and quality of life. In no instance shall a digital display be positioned less than ten degrees parallel to the boundaries of an abutting residential zoning district. </div> <div style="border: 1px solid black; padding: 5px; margin: 5px 0;"> <p style="text-align: center;"><u>Option 2</u></p> <ul style="list-style-type: none"> As measured from the nearest residential property line, the maximum light emanation from an adjacent digital sign display shall be 0.2 footcandles. </div>	<p><i>The committee expressed interest in the second option but wished to understand it better.</i></p> <p><i>Option 1 is a more traditional zoning based approach that is objective and fairly easy to regulate and permit.</i></p> <p><i>Option 2 is a performance-oriented approach that encourages the sign operator to meet a goal.</i></p> <p><i>An appeal can be filed by anyone within 1,000 feet per §28-247</i></p>
Location and placement within a lot	<ul style="list-style-type: none"> No more than one two-sided digital display per each freestanding sign structure shall be permitted. No more than one two-sided digital display shall be permitted for each street frontage for an individual tenant occupant. Minimum spacing between digital display signs shall be 200 feet. 	<p><i>Committee agreed to these standards</i></p>

On-premises Digital Sign Display Concepts
Page 4 of 4

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Sign Failure	<ul style="list-style-type: none"> Provide a default mechanism to turn the sign off in case of malfunction or require sign to be manually turned off. 	<p><i>Committee agreed to this standard and noted existence of the Chapter 10 requirement for disconnects.</i></p>															
Sign Dimensions	<ul style="list-style-type: none"> Attached signs with digital displays shall be permitted at the areas authorized by §28-241 (i.e. up to 25% of a façade) Freestanding signs with digital displays shall be permitted at heights and areas in accordance with Table 2. Attached signs with digital displays shall be permitted at the areas authorized by §28-241 (i.e. up to 25% of a façade) In no case shall a digital display exceed 375 square feet nor exceed 60 feet in overall height. 	<p><i>Committee agreed to this standard.</i></p> <p><i>For reference, Table 2 of §28-241:</i></p> <table border="1" data-bbox="1234 537 1906 837"> <thead> <tr> <th><i>Street Classification</i></th><th><i>Height (Ft.)</i></th><th><i>Size (SF)</i></th></tr> </thead> <tbody> <tr> <td><i>Local</i></td><td><i>16</i></td><td><i>75</i></td></tr> <tr> <td><i>Arterial B & Commercial Collector</i></td><td><i>24</i></td><td><i>150</i></td></tr> <tr> <td><i>Arterial A</i></td><td><i>40</i></td><td><i>240</i></td></tr> <tr> <td><i>Expressway</i></td><td><i>50</i></td><td><i>375</i></td></tr> </tbody> </table> <p><i>Additional 10 feet of height may be permitted with adjacent grade provision</i></p>	<i>Street Classification</i>	<i>Height (Ft.)</i>	<i>Size (SF)</i>	<i>Local</i>	<i>16</i>	<i>75</i>	<i>Arterial B & Commercial Collector</i>	<i>24</i>	<i>150</i>	<i>Arterial A</i>	<i>40</i>	<i>240</i>	<i>Expressway</i>	<i>50</i>	<i>375</i>
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Digital Conversions	<ul style="list-style-type: none"> Maintain existing regulations on nonconforming signs. Digital displays lawfully in existence prior to the effective date of this ordinance shall conform to the provisions of this subsection <u>within six months of adoption</u> provided however monochrome LED signs using a single color color such as amber or red and which are used exclusively to display text, including time and temperature signs, shall not be included. 	<p><i>Committee did not believe that a separate process for digital conversions was necessary</i></p> <p><i>Need to provide a mechanism for older EMC signs which may be mechanically or manually changed rather than electronically changeable.</i></p> <p><i>Need feedback on <u>appropriate timeframe</u> for implementation.</i></p>															